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November 18th, 1950

10th ANNUAL DIGEST SHOWMANSHIP CONTEST



Tenth Annual Digest Showmanship Contest prize-winning campaigns held up for display by scrutineers of ballot-counting following the judging at the King Edward Hotel, Toronto, on Wednesday, Nov. 8th.

Left to right: James Nairn, Publicity and Ad Chief of Famous Players holds third prize winner (\$25), campaign on Eagle-Lion's Jackie Robinson Story, submitted by Al Jenkins of the Plaza theatre, (Odeon) Vancouver.

Archie Laurie, of Odeon holds first prize winner (\$75), campaign on 20th-Fox's Father Was A Fullback submitted by Bill Trudell of the Capitol theatre (Famous Players), London, Ont.

Walter Kennedy, Publicity and Advertising head for Empire-Universal holds second prize winner (\$50), campaign on Warner Bros. Tea For Two, submitted by Len Bishop of Shea's (Famous Players), Toronto.

Hye Bossin, managing editor of the Canadian Film Weekly, holds the campaign which won the special prize of \$25 for an original idea; submitted by Mel Jolley of the Century (20th Century) theatre, Hamilton, the campaign tied up the playing of the feature Oh, You Beautiful Doll with a plan to collect dolls for the needy children of the city in connection with the Shriners of Hamilton.

Congratulations to the Prize-Winners for Showmanship in Exhibition!

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
21 DUNDAS SQUARE - TORONTO

Sunset Boulevard, Swanson Top Film Daily Poll

Gloria Swanson's comeback in Paramount's *Sunset Boulevard* has already made motion picture history, and now The Annual Film Daily poll, which is international, giving large and small cities in the U.S. and Canada, through their Screen, Radio and TV reviewers and commentators, an opportunity to make their selections of actress, actor, picture, director, producer, etc. by sending in a ballot for those whom they select, have given first place to Gloria Swanson as "the best actress of the year."

William Holden is named the best actor of the year for his role in *Sunset Boulevard*, and, for the Best Drama of the year, *Sunset Boulevard*.

Stanley Kramer was selected as the Best Producer of the year for *The Men*. Joseph Mankiewicz received two distinctions, being selected as Best Writer and Best Director of the Year, the two 20th-Fox pictures, *All About Eve* and *No Way Out*, achieving a personal triumph for Mankiewicz.

Cinematographer of the Year went to a native-born Australian, Robert Krasker for his splendid camera-work in *The Third Man*.

MGM's *Annie Get Your Gun* was tops as the Best Musical of the Year, and the Disney-RKO release, *Beaver Valley*, which we in Canada saw with *Treasure Island*, was selected as the best Short Subject of the Year.

Disney Films Banned

Walt Disney's *Three Little Pigs* has been banned from children's school libraries in Communist Hungary. So have Mickey Mouse in the *Land of Dwarfs*, and *Pinocchio*.

The latest edict which removes about half the books from these libraries, gives a list of banned books that is varied and seemingly without pattern.

For instance, they include *An Old-Fashioned Girl* by Louisa M. Alcott, *Eric Knight's Lassie Come Home*, and *Mark Twain's Life on the Mississippi*.

The order from the ministry of education in Budapest says that these books "reflect educational aims of the previous feudal-capitalistic system," they sponsor "sentimental nationalism, clericalism, bourgeois philosophy."

Vancouver News

JACK DROY

VANCOUVER will vote at the December 13th elections on a wide open Sunday here. This takes in theatres, bowling alleys, cabarets, dance Halls, all sports, concerts, plays, and every other recognized form of public entertainment. The open Sunday crowd are going too far and too fast is the opinion here, and the move to torpedo the idea is expected from churches, theatres and the projectionists union, which is opposed to a plebiscite.

Irving Helfont from MGM New York office was here conferring with Charlie Ramage, local MGM manager. Helfont visited all MGM offices across Canada, left for Seattle, and will visit all Pacific coast offices before returning to New York.

Jack Zaitzow, owner of the Roxy and Princess theatres at Melville, Saskatchewan, who now calls Vancouver his home, leaving the operation of his theatres to his two sons, is now a member of Canadian Picture Pioneers' Vancouver Branch . . . The Queen Theatre in Vancouver's east-end has discontinued stage shows and is now on a straight film policy . . . Harry Page, Monogram salesman is back from a 3 week sales trip.

William Paton, brother of Vicky Paton of the Vogue Theatre staff, was killed in a hunting mishap on Gambier Island, Saturday afternoon. He was age 20.

Vancouver grosses are still away down. The better business expected in the early fall did not materialize. The lack of boxoffice traffic can not be attributed to a run of poor pictures. First run screens have all been filled with ace productions. Theatre men are at a loss to explain the local situation. Bright spots are the return of big time vaudeville to the Odeon-Hastings playing to capacity, Trio at the Strand, and a pair of British revivals, *I See Ice* and *The Show Goes On*, at the Cinema.

Wilfred Geen, projectionist and a member of Canadian Picture Pioneers', Alberta unit, died suddenly this week, age 60. He has been working at the Strand Theatre, Nanaimo, this summer. Pall bearers were members of the Vancouver Branch of CPP.

Diamond Appointed To EL Toronto Branch

Frank H. Fisher, general manager, Eagle-Lion Films of Canada Limited, announces the appointment of Morris Diamond as sales representative, Toronto branch and assistant to Joseph McPherson. He was formerly special representative, Winnipeg branch. The appointment is effective immediately.

FILM TOPS OF 1950

As Selected for The Film Daily by the Nation's
Representative Motion Picture Critics

William Holden
The Actor of the Year

Gloria Swanson
The Actress of the Year

Stanley Kramer
The Producer of the Year

Joseph Mankiewicz
The Director of the Year

Joseph Mankiewicz
The Writer of the Year

Robert Krasker
The Cinematographer of the Year

"Sunset Boulevard"
The Drama of the Year

"Annie Get Your Gun"
The Musical of the Year

"Beaver Valley"
The Short Subject of the Year

"Sunset Boulevard"
The Advertising Campaign of the Year

RAY PRESENTS



THE Tenth Annual Digest Showmanship Contest with its campaigns from exhibitors in Canada, reaching from coast to coast, has now been judged and the prizes awarded by judges selected from distribution advertising and exploitation departments and from the advertising departments of theatres.

The Contest covered campaigns on pictures presented by the exhibitor during the period of time as specified. Because of flood conditions in Western Canada, and the difficulties which our Industry had and because of a strike which tied up the facilities for the shipment of film through usual channels, the Digest Showmanship Contest period of time was extended to Sept. 30th for 1950; the closing time is, in normal conditions, August 31st of the current year. Advance notice was published in The Digest notifying exhibitors of the one month extension of time. Unless we are faced with abnormal conditions during 1951, the 11th Annual Digest Showmanship Contest which is now in progress will close for entries on August 31st, 1951.

The First Prize Winner, Bill Trudell, Capitol Theatre, London, Ont., not only presented a campaign which revealed a keen sense of showmanship and the merchandising of a picture, but presented it in a form which illustrated the complete campaign which Father Was A Fullback received. It was evident that Bill Trudell never missed a bet to capitalize on all the values of Father Was A Fullback, and 20th-Fox which has, during the current year, blazed a trail for Showmanship, must feel particularly gratified at the merchandising of this picture by a Canadian exhibitor.

I doubt whether the combined forces of 20th-Fox (and this company has specialists in the field of selling a picture to the public) could have suggested, in cooperation with any U.S. exhibitor, a better campaign.

LONDON, ONT., is not a key-exchange centre in Canada: it is a good show-city, and is the heart of the Little Theatre Group Movement which owns its own theatre in London, which has a subscription list of many thousands and a waiting-list of about ten thousand potential members.

There are several motion picture theatres operating in London and a drive-in theatre; therefore, the Capitol theatre management has some pretty healthy competition, from circuit theatres, independently-owned theatres and an Art Theatre. London is what we Canadians call one of our rich smaller cities, with many residents who have enough money and leisure to go to places.

Advance advertisements were used and practically every story in the press-book was utilized, together with a large number of co-operative advertisements. I glanced through the pages of the Free Press, London, and noted not less than twelve pages on which there was a story or an engraving about the picture.

The assistant coaches at the University of Western Ontario were in on the campaign. Three weeks in advance of the opening of the picture, there was a Frosh Theatre Night, Souvenir Football Schedules distributed, and a street parade, all of which advertised Father Was A Fullback, and created plenty of newspaper pictorial display and comment.

A TIE-IN with Canadian Savings Bond Street Broadcast; tie-in with local arena where Charley Barnet, famous band-leader, tossed into the audience souvenir footballs. A football outfit was used for a young man who paraded through streets followed by a curious crowd and the photographer was on hand to take photos. These pictures were reproduced in the press and, if the various subjects recognized themselves in the crowd, they could apply for a pass to the Capitol to see Fullback. Western University students who gathered at Convocation Hall for a pep-talk saw a huge banner on Father Was A Fullback.

Johnny Metras, the great football coach of the University, was honored on the opening night of Father Was A Fullback at the Capitol. The University of Western Ontario Gazette devoted pages to the event and you can imagine what happened when thousands of students from the University whooped it up as their coach made his personal appearance at the Capitol on the opening night of Father Was A Fullback, and at a dance after the show.

Ushers were dressed in Fullback uniforms; the largest insurance company in Canada gave space for the theatre and picture in the broadcast of football games, and what I have told you is only about 50% of all the publicity which Bill Trudell secured for this picture, which followed the Mustangs wherever they played, utilizing the souvenir footballs for throwaways, which publicized Father Was A Fullback.

My thanks to you, Bill Trudell, for the beautiful crimson roses which came to my house from you last Saturday. You will be interested to know that this is the first time in the ten years of the Digest Showmanship Contest that anyone has thought to say thank you to me with flowers.

LEN BISHOP, who won second prize with Warner Bros. Tea For Two, put on an unusual show, using the lounge of Shea's Theatre for a reception where tea was served, and securing the cooperation of Canada's Tea Bureau officials and the Ontario Association of Restaurants. The reception with civic and other officials present, photographers and broadcasts, was like a Hollywood gala opening. Radio stations which cooperated were CJBC, CHUM and CKEY.

Len Bishop welcomed the celebrities who attended the Tea For Two Tea-Party and each of these was introduced for a broadcast interview. Irene McInnis was chosen Miss Tea For Two and thereafter there was a program lined up for her including the presentation of a Silver Tea Service by the Tea Bureau to the Toronto Council. Miss McInnis of the Thornton Model Agency was dressed for the job and her blue-mink cape over a black velvet suit, plus a very chic hat to frame a pretty face made her a very welcome visitor in carrying out the scheduled personal appearance program and radio interviews which were well-planned.

In addition to lining up the India Trade Commissioner, Madame Singh, Mayor McCallum, Controller Innes, Miss Tea For Two, Len lined up and photographed Larry Mann, Harvey Dobbs, Gord Atkinson, Josh King, Rick Campbell, photographed each of these (you know Bishop is an expert photographer as well as an expert showman) and used these photographs with effective remarks on Tea For Two for his lobby displays. Nor did Len neglect to capitalize on the daily press movie reviewers. He had them drinking tea, as I live, Stan Helleur of the Telegram, Gordon Atkinson, interviewing Miss Tea For Two, he does the Hollywood Quiz program for CHUM, and even the sports announcer, Phil Stone, received a canister of tea.

(Continued on Page 14)

Toronto and District

BILL PRESS

CHAIRMAN O. J. Silverthorne of the Ontario Censor Board has accepted the invitation of Dr. Hugh Flick, director of the New York State Motion Picture Division, to attend the first censorship conference in the U.S.A., scheduled for the first week in December at New York City.

The trip of Chairman Silverthorne is in the nature of a return visit because Dr. Flick attended Canada's first national conference of provincial censors at Toronto Oct. 2-4.

Stan Gosnell, manager of the Toronto Uptown, was quickly mentioned after the ninth annual meeting of the MPTA of Ontario as the prospective new president of the province-wide organization if Roy Miller of St. Catharines steps from the chair.

Famous Players Canadian Corp. has taken over a third floor of the Royal Bank Building for its expanding head-office. The theatre operation and booking departments now occupy the 11th floor and to be found here will be Morris Stein, Jack Arthur, Dan Krendel and Bob Eves, as well as the booking department.

Established in the new suites on the 13th floor are James R. Nairn, Charlie Dentelbeck and Jules Wolfe, along with the staffs of the art, real estate, construction and drafting departments.

The combined Foto-Nite offer of 14 independent neighborhood theatres of Toronto climbed the other week to a record total of \$1,820.

Harold L. Pfaff, who is associated with Bruce McLeod, in the Independent Theatre Services, Toronto, told The Digest that this organization is booking pictures into 20 Ontario Theatres. Among theatres for which Independent has recently taken over buying and booking are: Del-Mar Theatre, Marmora; Empire, Thessalon; Regent, Chapeau.

HARNICK HEADS BOARD OF TRADE



Harvey Harnick, general sales manager of Columbia Pictures of Canada, was elected president of the Motion Picture section of the Board of Trade of the City of Toronto at the recent monthly meeting, succeeding Gurston Allen of Theatre Holding Corporation. The meeting also elected Ralph Dale of National Theatre Services vice-president to replace Frank H. Fisher of Eagle-Lion Films of Canada.

The executive committee, with Gurston Allen as a member ex-officio, will be comprised of R. W. Bolstad, Famous Players; J. J. Chisholm, Associated Screen Screen News; W. Bernard Herman, Park Drive-in Theatres; Wm. Redpath, General Films; and Raoul Auerbach, Twinex Century Theatres.

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Assistant to the Editor

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WILL McLAUGHLIN.....Ottawa, Ont.
BILL PRESS.....Toronto, Ont.

Ben Okun of Biltmore Theatres Limited has announced that the latest unit of the independent circuit at Yonge and Gerrard Streets, Toronto, is scheduled to open Dec. 25.

This will make the eighth Biltmore Theatre under the Okun direction and still another is planned for a city outside of Toronto.

Allen's Hollywood and the Odeon Hyland in the Yonge-St. Clair district are the latest theatres to bear the brunt of construction work on Toronto's first subway system.

The street in front of these houses has been disembowelled.

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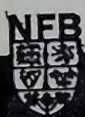
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WARNER BROTHERS

CONGRATULATE

LEN BISHOP

upon winning Second Prize

in the

CANADIAN MOVING PICTURE DIGEST
TENTH ANNUAL SHOWMANSHIP AWARD

with his Campaign at Shea's, Toronto, for

"TEA FOR TWO"

•

AND . . . here is a Terrific Action picture that can win a Canadian Showman a Campaign prize and plenty of dollars at the Box-Office!

WHEN THE MUG OF A MUD-SPATTERED G.I.
WAS THE PRETTIEST SIGHT IN THE WORLD!

GANGWAY FOR COMPANY B-FOR-BRUISER!

..ON ARMISTICE DAY!

WARNER BROS.!

"Breakthrough"



TRADE HEADLINES

John Davis, J. Arthur Rank executive, visits Toronto — gives press interview with Eagle-Lion and Odeon hosts for cocktail Party.

Charlie Chaplin's *City Lights* continues in 3rd week at Towne Cinema, Toronto — audiences rocking the theatre with laughter.

J. Arthur Rank Film Interests reported in much healthier financial position — will produce approximately 23 pictures current year — facilities available for independent producers for production and world-distribution.

TOA demand increased representation on COMPO.

The Happiest Days of Your Life continues to excellent business at the International Cinema — now in its third month and is Yvonne Taylor laughing.

It Happened In Europe (Saro) has Canadian Premiere, French language, at Electra-Odeon, Montreal.

The Iron Crowd (SARO) closed most successful engagement at Odeon Kent Theatre, Windsor — playing to unusually good business.

Julia Marlowe died age 84 at her residence, Plaza Hotel, N.Y.C. where she lived since death of her husband, E. H. Sutherland — once noted co-stars in Shakespearean repertory.

Michael Strange, poetess, ex-wife John Barrymore, mother of actress Diana Barrymore, dies.

Exhibitors Windsor Ont. and Canadian holders of Rights Important Reissues protest TV showings into Canada from Detroit of pictures.

Alex M. Mounce—former owner Camus Theatre—Los Angeles files anti-trust action against 8 majors alleging conspiracy to limit Camus to last run.

Yvonne Taylor, Towne Cinema and International Cinema, Toronto, has introduced one full hour of favorite classical recorded music as a prelude to the matinee hour at both theatres.

Eagle-Lion's *Prelude To Fame* with Italian and London backgrounds introduces London Symphony and Naples Orchestras in fascinating story of boy-conductor — Jeremy Spencer the boy.

The reissue of *Victoria The Great* in London will cash in on publicity given by 20th-Fox to *The Mudlark*.

Greene's Academy To Present TV Clinic

To keep pace with the rapidly growing interest in television on the part of Canadian broadcasters, advertisers and their agencies, the Academy of Radio Arts, under the direction of Mr. Lorne Greene — prominent Canadian radio personality — will present the first Canadian Television Clinic on December 7th, 8th and 9th at the Royal York Hotel (Toronto).

The Clinic will take the form of a three-day comprehensive program of addresses and round-table discussion on all phases of the video art and industry. A number of leading specialists from American television will be present to highlight the event and to give those in attendance a first-hand insight into the problems and potentialities of sight-and-sound broadcasting—from engineering to performing.

It is anticipated that practical demonstrations will form an integral part of the proceedings with basic units of equipment on operational display. Luncheon sessions will be held each day with a banquet dinner, plus an outstanding program of entertainment, scheduled for Saturday evening, December 9th, in the hotel's beautiful Roof Garden.

Doherty Review Opens To So-So Notices

Brian Doherty's tour of the Canadian revue, "One For The Road," opened to luke-warm notices in Ottawa last week, both papers in the town waxing enthusiastic about stars John Pratt and Barbara Hamilton and finding much in the rest of the show to criticize.

Unanimous opinion was that the revue doesn't come up to Mr. Doherty's last offering, "There Goes Yesterday," which featured the same stars with a different supporting cast, the Journal review stating that it was "lacking the champagne sparkle of its predecessor."

Writing in the Citizen, Lauretta Thistle said that although co-producer Roy Wolvin had written "several appealing popular-type songs for this revue . . . he hasn't thrown nearly enough of them away." She ends her review by saying, "In short, a great deal of work needs to be done on this review yet, including shortening it by about 45 minutes. For the sake of John Pratt and Barbara Hamilton and other salvageable members, we hope it will be done."

Since Ottawa seems to have become the Boston of Canada with regard to out-of-town openings, it remains to be seen how Montreal and Toronto critics regard the show this week and next when the tour gets into full swing.

Children's Film Library Branch in Winnipeg

Special matinees for children from 8 to 12 years of age may materialize in Winnipeg neighborhood theatres. A move has been initiated by the Children's Film Library committee of Canada to organize a local committee to suggest suitable films for youngsters in cooperation with the theatres.

Mrs. E. R. Sugarman of Toronto, chairman of the committee, spoke to representatives of 13 organizations at the Y.M.C.A. for this. The meeting was called under the auspices of the Manitoba Home and School Association.

Mrs. Sugarman explained that many films were too mature for young, impressionable minds and that the national organization had selected a list of movies deemed suitable for children.

The films had been carefully compiled by a committee representing 13 national organizations, she said. More than 70 full-length films had already been selected, and "they are adding up very fast."

She reported 20 cities already had committees which suggested films from the list to local theatres. They were shown at special Saturday matinee programs from 1.30 to 4 p.m.

A provisional committee for Winnipeg was organized with Mrs. A. T. Gowron and Mrs. W. V. Maclean as co-chairmen and Mrs. H. Moore as secretary.

Kramer Presented One World Award

Motion picture producer Stanley Kramer, was presented with a special One World Award on Thursday, Nov. 9, in recognition of the contribution to world progress made by his films, it was announced by Jacques F. Ferrand, Executive Secretary of the One World Award Committee.

Presentation of the award, was made by the Hon. Benjamin Cohen, Assistant Secretary of the United Nations, in ceremonies held at the United Artists private screening room, 729 Seventh Avenue (14th floor), following a special showing there for The One World Committee of Kramer's newest film *Cyrano de Bergerac* which, like *Home of the Brave*, and *The Men*, the films which won Kramer the award, is released through United Artists. *Cyrano de Bergerac* had its world premiere at the Bijou Theatre in New York on Thursday, Nov. 16th.

Kramer was selected unanimously for the citation by delegates to the One World Meeting held earlier this year in San Remo. The Award came after delegates viewed Kramer's *Home of the Brave*, and *The Men* at a One World Film Event which was part of the San Remo program. The decision of the delegates was subsequently ap-

Notes On Canadian Employment

Massey-Harris, Toronto and Brantford, geared for full production.

Greatest demand for workers in Ont. and Que. — heavy call for woodsmen in the west. In Ont. lumber mills operating on two shifts where labor available — pulpwood production expected to increase 25 to 30% over last year.

Mining activities increased — one company calls for 300 workers. Kirkland Lake plans two new smelters which will mean work for at least another 175 men.

Auto industry production at high gear not yet caught up with demand.

Packinghouse industry will have 1,000 less unemployed than it had at its low point.

Kitchener reports increase in tire and rubber footwear production — Toronto rubber firms working on heavy orders.

Employment prospects through orders for 2,000 cars for CNR and CPR with National Steel Car, Hamilton. Staff additions to CNR car shops, London, being made.

In Ont. textile and leather goods industries placing employees back on full time work.

Atlas Steel, Welland, orders \$600,000 additional mill; \$13,000,000 blast furnace, coke oven and dock being built in Hamilton. In London, construction on the Fanshaw Dam on Upper Thames costing \$4,000,000 to start soon.

Pembroke — four projects at cost of \$400,000 under way.

School-building programs in Timmins, Welland, Kingston, Belleville, Arnprior.

In Toronto, 4-storey office building and 3-storey warehouse, estimated cost \$5,000,000; two large plants going up in East End; work to start shortly on 7-floor office building.

Avro Canada Ltd. in Toronto expanding—employment of 2,000 more men within next four months for accelerated program in production of its CF-100 jet fighter and Orenda engines.

proved by the Executive Committee of the One World Award Committee.

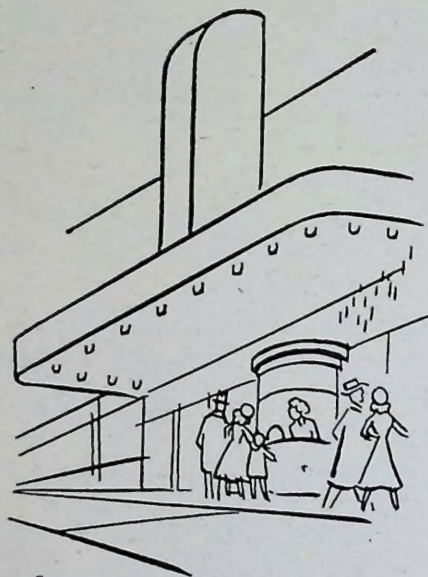
Text of the citation presented to Kramer, reads, in part: "Special One World Award to Stanley Kramer for his courageous and realistic approach in pictures, which have broken new ground in presenting controversial issues."

Ellen Drew Visits

Movie actress Ellen Drew was a Calgary visitor recently. Miss Drew and her stand-in, Kathryn Roy, motored to the Alberta city because, as they explained, they wanted a little trip between pictures and they hadn't been to Canada.

THE SHOW GOES ON!

with Dominion Sound Equipments Service



WHAT is Dominion Sound Service?

Dominion Sound Equipments Limited is an organization set up more than twenty years ago to service sound equipment in Canadian theatres. It is an affiliate of the Northern Electric Company, who realized the need for a National Theatre Service when they were installing the equipment in Canada's first sound-equipped theatre.

WHAT is a National Theatre Service?

A National Theatre Service should be prepared to service theatres, anywhere in Canada, efficiently. It should provide specially-trained personnel, complete equipment service for regular and emergency calls. It should be efficiently geared to the needs of your theatre, regardless of the make of your sound equipment. DOMINION SOUND EQUIPMENTS LIMITED brings you just this kind of service.

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More than twenty years laboratory and field experience of our engineers and personnel is your guarantee of the 'Know-How' necessary to give consistent, high-quality maintenance and repair service to your theatre sound reproducing equipment. There is no substitute for experience . . . ours started with the First sound-equipped theatre in Canada!

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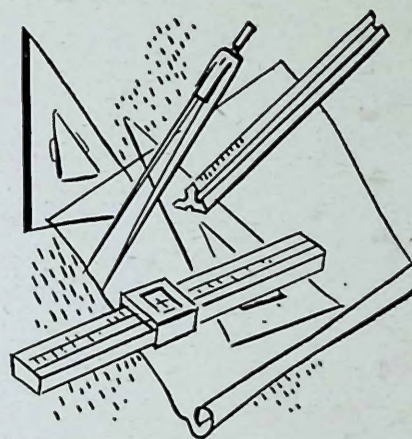


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CDN MOVING PICTURE DIGEST
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THANKS RAY FOR THE GOOD NEWS CONTAINED IN
YOUR WIRE OF THIS AFTERNOON STOP I AM INDEED
HAPPY AND PROUD THAT I WAS DECLARED FIRST
PRIZE WINNER IN THE 10TH ANNUAL DIGEST SHOW-
MANSHIP CONTEST STOP WILL WRITE LATER STOP
BEST WISHES

BILL TRUDELL

November 8, 1950

Miss Ray Lewis,
Editor and Publisher,
Canadian Moving Picture Digest,
21 Dundas Square,
Toronto

Dear Miss Lewis:-

I was greatly pleased to learn through your
office today that the "Tea For Two" campaign book
submitted by me had won second prize in the Canadian
Moving Picture Digest Annual Showmanship Contest.

First, may I through your columns, congratu-
late the winner William Trudell who has more than
once proved himself one of Canada's top showmen also
the other winners whom, I understand, turned in
evidence of outstanding activity in the publicity and
exploitation field.

And may I offer you a warm vote of thanks
for your generous prizes but more particularly for
giving all us showmen in Canada an incentive and an
opportunity to gain distinction in our various centres.

I should be very remiss were I to fail to
mention the man who sparked the "Tea For Two" publicity
campaign... Tony Ranicar Warner Brothers publicity
representative... I very much admired the manner in
which he made contacts, the energy he put into his
work and the manner in which he was received wherever
our activities took us and the ramifications were many
and varied.

Yours very sincerely,
Leonard N. Bishop
Manager.

HAMILTON ONT 8
RAY LEWIS
CDN MOVING PICTURE DIGEST
21 DUNDAS SQ TORONTO

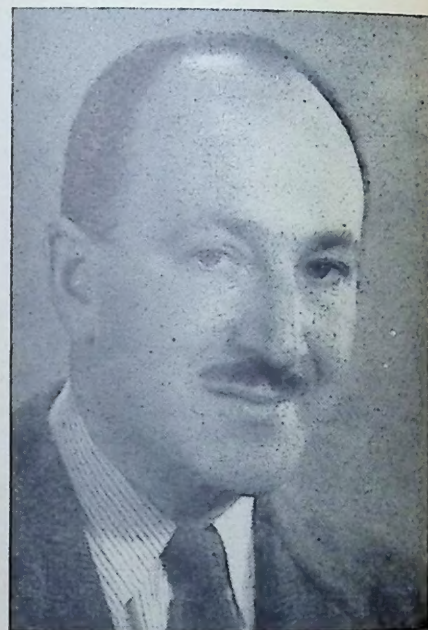
MANY THANKS RAY STOP I CONSIDER IT A PRIVILEGE
TO ENTER YOUR ANNUAL CONTESTS AND AN HONOUR
TO BE ONE OF THE WINNERS THIS YEAR STOP WILL
BE ENTERING YOUR ELEVENTH ANNUAL STOP
REGARDS

MEL JOLLEY, CENTURY THEATRE

DIGEST CONTEST WINNERS



BILL TRUDELL
Capitol, London
First Prize Winner



LEN BISHOP
Shea's Theatre, Toronto
Second Prize Winner



AL JENKINS
Plaza Theatre, Vancouver
Third Prize Winner

PAUL NATHANSON ACQUIRES QUEENSWAY STUDIOS

Preparation for extensive TV production in Canada is highlighted by the recent announcement from Paul Nathanson, President of Sovereign Film Distributors Limited, that his Company has acquired the former Queensway Studios near Toronto on "The Queensway."

General Manager of the new division, to be known as Sovereign Film Studio, is Frank O'Byrne, well known in the Canadian and American film industry and formerly connected with Associated Screen News and Queensway Studios.

Sovereign Film Distributors Ltd., one of the oldest and largest organizations of its kind in Canada, distributes Republic Pictures; Columbia Pictures; Universal International; R.K.O. Pictures, including Walt Disney subjects; as well as the productions of many French and independent producers — all on 16 MM.

The new Studio is equipped to produce all types of commercial films in either color or black and white, and is

particularly well located and fitted for the preparation of TV productions, both live and film. Facilities are available for the independent producer and there is a complete set-up for printing 16 MM films in color or black and white.

The Studio's connection with Sovereign Film Distributors Limited places the Company in a particularly strong position so far as the TV field is concerned.

Sovereign Film Studio is currently producing films and recently completed productions for Imperial Oil Ltd., Christie, Brown and Co., and World Council of Churches.

Special Prize Winner in Digest Contest



MEL JOLLEY

Century Theatre, Hamilton.

who collected dolls for underprivileged children in conjunction with the Shriners of Hamilton.

NINE JUST MEN . . . JUDGING THE DIGEST SHOWMANSHIP CONTEST



Reading around the charmed circle from left to right: Walter Kennedy, Advertising and Publicity head for Empire-Universal; James Nairn, Advertising and Publicity head for Famous Players; Archie Laurie, Director of Public Relations and Publicity for Odeon; P. Anthony Ranicar, Advertising and Publicity head for Warner Bros.; Dewey Bloom, who occupies a similar position with MGM of Canada; Bert Brown, special exploitation man for Famous Players; Hye Bossin, managing editor of the Canadian Film Weekly; Don Henshaw of McLaren's advertising agency, also chairman of the Canadian Cooperation Project; Win Barron, Paramount Advertising and Publicity chief.



Congratulations
BILL and LEN!

As winners of first and second prizes in the
Canadian Moving Picture Digest 10th Annual
Showmanship Contest ...

BILL TRUDELL
Manager of the Capitol Theatre, London

and

LEN BISHOP
Manager of the Shea's Theatre, Toronto,

Have added to the fine reputation Famous Players'
Showmen have won.

Famous Playersmen congratulate, too, award winners
AL JENKINS of the Plaza Theatre, Vancouver and
MEL JOLLEY of the Century Theatre, Hamilton.



CAPITAL STORY

By BILL McLAUGHLIN

TWENTIETH Century Theatres, operators of five theatres within the city and the Drive-In above Britannia Bay, announced a number of changes in management over the week-end involving the Imperial, Rideau and Century. Frank Paul, popular manager of the Imperial since coming to Ottawa from Kingston and Sudbury has been promoted to the Park Theatre, St. Catharines, Ont., Barney Simmons, formerly assistant to manager Ernie Warren at the Dual Elgin and more recently manager of the Rideau and Century, replaces Mr. Paul at the Imperial. A newcomer to the ranks of Ottawa showmen is L. J. Marriott, who takes over the management of the Century. A veteran of the Second World War with four years of overseas service, Mr. Marriott comes to his new position after a wide experience as theatre manager with Famous Players and Odeon, and in the field of drive-in operations. Married and the father of one son, Mr. Marriott will find the Century Theatre, which caters largely to the family trade in the City's West End, an ideal spot for his future activities. The above changes, which take place Nov. 27, were announced to the press by President N. A. Taylor of 20th Century Theatres through the company's district supervisor, Ernie Warren.

* * *

The Ottawa Theatre Manager's Association staged a farewell party in honor of Frank Paul prior to his departure for St. Catharines. Frank made a host of friends in and outside show business since coming to the capital, and the large turnout at the party held in the Nelson theatre was a testimonial to a capable manager and a splendid fellow.

* * *

News that George Degnon was seriously ill in hospital at Toronto was received with deep regret here. George made many staunch friends in show and newspaper circles during his many years as publicity director for RKO Radio Pictures in Eastern Canada.

All are pulling hard for his early and complete recovery.

* * *

Don Watts, manager of the Rideau Theatre for 20th Century, has returned to his office following a serious illness which confined him to Ottawa Civic Hospital for two weeks. Don rested up at home for another two weeks before taking over the managerial work again.

Bourassa Reports Quebec Allied Meeting "Terrific"

Special to The Digest from Charles Bourassa of Montreal

The meeting is over and it was terrific. It is the largest one we ever had. Lunch at 1 o'clock and at 2.15 a meeting that ended at 5.20.

New Quebec Allied Executive Board

J. Arthur Hirsch — President
George Ganetakos — 1st Vice-President
Edouard Gauthier — 2nd Vice-President
W. E. Lester — Treasurer
Charles Bourassa — Secretary
J. G. Ganetakos
Leo Choquette
C. A. Magnan
B. C. Salamis
J. M. de Roussy
Gordon Dann
Henry Falk

DIRECTORS

Messrs. A. Adilman
Charles Bourassa
Henry Falk
Leo Choquette
Ovila Cote
Gordon Dann
Edouard Gauthier
John Ganetakos
N. Courtemanche
B. C. Salamis
J. M. de Roussy
George Ganetakos
J. Arthur Hirsch
W. E. Lester
C. A. Magnan
Victor L. Trudeau

Leslie McLarlane, author of many novels and much shorter fiction, radio writer and producer of motion pictures for the National Film Board, is directing a seminar in fiction writing at Carleton College. The course opened on November 9th and will continue throughout the coming winter.

* * *

Two Ottawa theatres are taking advantage of current newspaper headlines with the showing of films of topical interest. The Uptown Centre is showing *Come On, Leathernecks* and *The Leathernecks Have Landed*. The Elmdale, West End neighborhood spot, is offering *The Late George Bernard Shaw's Pygmalion* in conjunction with a Fall and Winter Fashion Revue on the stage.

* * *

Hold-over films at the moment are 711 Ocean Drive at the Elgin and So Young So Bad at the Rideau. Both are being presented with Adult Entertainment label.

Mr. James McIsaac, Director of the Fire Prevention Bureau, complimented the members on their co-operation during the year and explained the regulations regarding safety, standing, etc. There followed a discussion between him and Bill Singleton on the new safety films.

After that, Mr. B. C. Salamis gave to the members a well prepared lecture on the operating costs of a cinema.

Our friend Archie Mason talked on his expectations from the National Cinema Council.

The letter sent to Minister C. D. Howe by Mr. J. J. Fitzgibbons was endorsed by the members.

At 5:30, there was a great cocktail party and at 7, the dinner with the largest attendance ever seen.

The President, Mr. J. Arthur Hirsch, introduced every one of the speakers: His Worship, the Mayor Camillien Houde, as witty as usual; Jos. DeSeve, President of France-Film; Mickey Isman, representing the distributors; Archie Mason, Deputy, Mayor, exhibitor, etc., etc., and the best speaker of the evening, the Honorable Paul Beaulieu, Minister of Trade and Commerce, in the Duplessis cabinet.

To finish, presentation of a 16 mm. sound projector was made to Mr. Charles Bourassa on the occasion of his 35th wedding anniversary.

MGM To Shoot Film in Alberta

Andrew Marton, director for Metro Goldwyn Mayer said at Edmonton that Jasper Park has been selected for filming an historical picture on life in the Royal Mounted Police of Canada. Filming will commence next Spring. The film will star Robert Taylor and Joel McCrea. There will be no women starring in the picture which is the story of an RCMP sergeant. Expected cost of the production is \$2,000,000.

Griesdorf Elected To Odeon Board

The election of David Griesdorf, general manager, to the board of directors of The Odeon Theatres (Canada) Limited and also to the board of Odeon Limited, is announced by Leonard W. Brockington, K.C. present, following a meeting of the board. Other members are: J. Arthur Rank, chairman; Leonard W. Brockington, K. C., president; John Davis, D. C. Coleman, J. S. Duncan, J. S. D. Tory, K.C., and Hon. G. Peter Campbell, K. C.

RAY PRESENTS

(Continued from Page 3)

BRUCE (Brewster The Rooster) Smith of CJBC had a good word for Tea For Two and, incidentally, the music in Tea For Two was continuously played over the various stations with appropriate reminders that the wonderful songs and music came from the Warner Bros. picture, Tea For Two, currently playing at Shea's.

Lee Sims, program arranger at CHUM, was photographed, tea-cup in hand and flanked right and left with two fair damsels, Miss Tea For Two and another Thornton Model, tea-cups in hand and plenty to say on the air about Tea For Two.

A forty by sixty stand in the lobby of the theatre caused the lobbyites to take a look at the celebrities the photographers had caught, and a visit during a football game between St. Michael's and Assumption by Miss Tea For Two did not overlook the benefits of a hot cup of tea on a cool afternoon.

During a game between Balmy Beach and Windsor, Miss Tea For Two presented a bouquet of flowers to the wife of the coach, and the PA system used carried a boost for Tea For Two.

THE TEA BUREAU served tea every afternoon to the patrons of Shea's during the showing of Tea For Two and took care entirely of such service. John Adaskin of Opportunity Knocks introduced Miss Tea For Two to Shea's audience, and the orchestra played the Tea For Two music. The Canadian Restaurant Association, Toronto and District Branch, sponsored a Lucky Draw which meant a trip to New York for two, all expenses paid, for the winner. Coupons could be obtained at restaurants, and deposited in the CRA Lucky Draw box at Shea's Theatre.

The Canadian Restaurant Association circularized all of its members and gave prominent display to Tea For Two. Fifteen thousand entries were brought to Shea's. H. J. Heinz Co. of Canada tied in with recipe books, adding the Tea For Two to give a hot flavor to snacks, salads, sandwiches, etc.

The T. Eaton Window Display revealed the figure of a kneeling Nubian with a service of Tea For Two while under a tree, the leaves of which were ostrich plumes, brands of tea were displayed and on the other side of the window a movie strip of scenes from the picture, Tea For Two, with the Shea's announcement.

Other window tie-ups were in evidence in Toronto, which included music and record sales shops. Toronto and the press called it a "tea-rific campaign," and certainly it was, for Tony Ranicar who had invited me to come for tea on the eventful afternoon, and who gave Len Bishop such excellent cooperation, (Anthony, whom we call Tony, is Warner Bros. Canadian Publicity and Exploitation representative) directed me to Len and Len, before I had time to finish my cup of tea, had me being interviewed and telling the public that "Tea Is My Favorite Beverage, particularly when it is Tea For Two."

Tea For Two had a most successful three weeks' run at Shea's and Toronto was quite happy about the picture and the Tea For Two campaign. As for Haskell Masters, Canadian representative for Warner Bros., what did he have to say? "The picture is there, and could have stayed another week."

AL JENKINS, our third prize winner, with Eagle-Lion's The Jackie Robinson Story, used trailers on the picture well in advance, advance standee in lobby of the Plaza, two facsimiles of baseballs were hung under marquee ends front of theatre. He played a recording of "Did You

See Jackie Robinson Hit That Ball?" and during intermissions, "Jackie. Robinson Story Coming Soon" on a slide covering a whole white sheet while the recording played.

A private screening for sportswriters, sportscasters and sports officials brought good press notices and plugs from radio announcers. Two boys on motorcycles covered all baseball games distributing handbills.

A tie-in with a Senior Girls League "Most Valuable Player Award" received extensive publicity with the winning girl receiving a Plaza Theatre Trophy, also created good public relations with players, officials and Plaza Theatre audiences, the Jackie Robinson Story being plugged over the PA system several times every night for two weeks.

A FULL-PAGE co-op ad promoted from Wosk's Ltd. in the Vancouver Sun and Province at no cost to the theatre but passes and a "cut."

Also, autographed baseballs were given away at the Saturday morning show and a plug in the B.C. Electric "Buzzer" which has a circulation of at least 50,000.

One sheets and three sheets were posted at entrances to the park, and exits, also on the scoreboard and at the announcer's stand; and a ballot box for the Jackie Robinson Award was placed at the entrance of the park. The girls' softball team wore Jackie Robinson chest adv. displays at various games.

Eric Whitehead gave the Jackie Robinson Story a full column under Fan Fare following the private screening. Play-up in press re breaking the "color bar," showed Jackie Robinson with Minor Watson as Brooklyn mentor. Alf Cottrell in the Daily Province gave the Jackie Robinson a big plug. Ted Schrader in his column, Sunny Side Up, presented "The Story Of Man More Than Player" with a boost for Jackie Robinson and his picture-story.

Another fine campaign with congratulations to Al Jenkins who did a fine job.

OUR special prize winner, for an original idea in Showmanship, is Mel Jolley, of the Century, Hamilton. We all know that Mel is a live-wire showman, and the picture "Oh, You Beautiful Doll" gave Mel an opportunity to exercise his benevolent instincts and do a good public relations job. The Shriners White Gift Dolls were secured through the Century Theatre, which gave a free show for underprivileged children at Christmas. A letter was sent out to 150 Shriners signed by the secretary, Harold Bricker of Hamilton, announcing that cleanly dressed dolls would be received at the Century Theatre up to Dec. 21st, 1949.

To the first 850 children donating dolls, the Century gave a free ticket for the children's special show on Saturday morning, Dec. 24th, at 10 a.m. Shriners were asked to send their available dolls to the Century Theatre. The dolls were distributed by and through the Red Feather Services.

THE Shriners' Club gave ten prizes of theatre books to the ten children bringing in the most beautiful dolls to the Century Theatre.

Five advance teaser-ads were used to advertise the "Kids Free Show," and to bring dolls into the Century. J. Lyman Potts, Assistant Manager CKOC, presented an Oh, You Beautiful Doll announcement beginning Dec. 9th and continuing until all necessary dolls had been received.

(Continued on Page 17)



THE former Queensway Studio now becomes Sovereign Film Studio, under the ownership of Sovereign Film Distributors Limited.

Equipped to produce all types of commercial films in either color or black and white, Sovereign Film Studio is also ideally located near Toronto on "The Queensway" and fitted for T.V. Productions, both live and film. Thus the new Sovereign Film Studio stands in a unique position, especially favorable for the new T.V. field.

Included among Sovereign Film Studio's recent productions are films for Imperial Oil Limited, Christie, Brown & Company and World Council of Churches. The Studio's excellent facilities are available for the use of independent producers. There is a complete set-up for printing 16 mm. films, either color or black and white.

SOVEREIGN FILM STUDIO

on "The Queensway"

TORONTO

Telephone **RODNEY 4131-2**

AFLAME with All the

Roaring Thrills

OF
THE RUTHLESS
TIMBER FRONTIER!

ROUGH, TOUGH
BRAWLING LAND
OF VIOLENT
ADVENTURE!

RODDY McDOWALL

"BIG TIMBER"

Jeff Donnell

Lyn Thomas Gordon Jones

Robert Shayne Lyle Talbot



From

MONOGRAM

Now!

Trans-Canada Showings

Use This Information As Your Guide on Release Dates

TORONTO

DOWNTOWN

When You're Smiling (Col.) and He's A Cock-eyed Wonder (Col.).

EGLINTON-VICTORIA

Night Train To Munich (Astral) and Farewell To Yesterday (20th-Fox).

IMPERIAL

Second Week. 711 Ocean Drive (Col.) with Edmond O'Brien and Joanne Dru.

UPTOWN

Dial 1119 (MGM). King Cole Trio, in person.

ODEON-CARLTON

Mister 880 (20th-Fox) with Burt Lancaster and Dorothy McGuire.

INTERNATIONAL CINEMA

Eleventh Week. The Happiest Days of Your Life (EL) with Alistair Sim.

TOWNE CINEMA

Third Week. City Lights (UA) with Charlie Chaplin.

UNIVERSITY-NORTOWN

Second Week. All About Eve (20th-Fox) with Bette Davis and Ann Baxter.

SHEA'S

Let's Dance (Para.) Technicolor with Betty Hutton and Fred Astaire.

LOEW'S

Summer Stock (MGM) Technicolor with Judy Garland and Gene Kelly.

HYLAND

Third Week. Trio (Para.) with Ann Crawford and Roland Culver.

IMPERIAL

The Good Humor Man (Col.) and Rookie Fireman (Col.).

LOEW'S

Second Week. My Blue Heaven (20th-Fox) Technicolor with Betty Grable and Dan Dailey.

PALACE

Mister 880 (20th-Fox) with Burt Lancaster and Dorothy McGuire.

SNOWDON-OUTREMONT

The Admiral Was A Lady (UA) and This Side of the Law (WB).

AVENUE

Sixth Week. They Were Not Divided (EL).

PRINCESS

Destination Moon (EL) Technicolor.

WINNIPEG

CAPITOL

The Flame and the Arrow (WB) Technicolor with Burt Lancaster and Virginia Mayo.

GALEITY

Broken Arrow (20th-Fox) Technicolor with James Stewart and Debra Paget.

LYCEUM

Tripoli (Para.) Technicolor and Casino To Korea (Para.).

MET

Dark City (Para.) with Elizabeth Scott and Charlton Heston.

ODEON

Second Week. The Desert Hawk (E-U) Technicolor with Yvonne DeCarlo and Richard Greene.

GARRICK

The Sleeping City (EU) with Richard Conte and Coleen Gray.

VANCOUVER

CAPITOL

The Toast of New Orleans (MGM) Technicolor with Kathryn Grayson and Mario Lanza.

PLAZA-FRAZER

Love Happy (UA) and The Baron of Arizona (Cardinal).

ORPHEUM

Tripoli (Para.) Technicolor, and Casino To Korea (Para.).

STRAND

Trio (Para.) with Ann Crawford and Roland Culver.

VOGUE

So Long At The Fair (EL) with Jean Simmons.

STUDIO

On Approval (EL) with Clive Brook and Bea Lillie.

SAINT JOHN

PARAMOUNT

Flame and the Arrow (WB) Technicolor with Burt Lancaster and Virginia Mayo.

CAPITOL

The Jackpot (20th-Fox) and The Holy Year (20th-Fox).

STRAND

Golden Salamander (EL) and Million Dollar Weekend.

CALGARY

CAPITOL

Union Station (Para.) with William Holden and Nancy Olson.

PALACE

Bob and Sally (IFD)

GRAND

Sierra (EU) Technicolor with Audie Murphy and Wanda Hendrix.

STRAND

Stars In My Crown (MGM) with Joel McCrea and Ellen Drew.

MONTREAL

CAPITOL

Second Week. No Way Out (20th-Fox) with Richard Widmark and Linda Darnell.

RAY PRESENTS

(Continued from Page 14)

Hamilton Spectator and Hamilton News ran stories of the Century Theatre doll collection. Children wrote letters giving gifts. Wm. Turrell, booker for 20th Century, sent a supply of cartoons for the Saturday Morning Show. Three hundred and twenty-three dolls were donated and the press reproduced pictures of Mel Jolley, Shriners and Beautiful Dolls donated. Children's Aid Society sent letter of thanks for doll-gifts, and the picture "Oh, You Beautiful Doll" was off to a good start and finish.

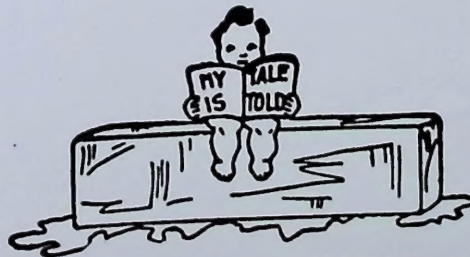
THERE were in all approximately seventy-five campaigns including the Original Idea campaigns. The campaigns were excellent, showing a decided improvement over the previous year. It is evident that the public is becoming more Showmanship conscious and that newspapers, also, are playing up the idea of Showmanship, because their advertisers, the merchants, etc., desire such a form of merchandising.

However, there are not enough exhibitors entering Showmanship Campaigns. With the number of theatres which we have in operation in Canada, The Digest Showmanship Contest should receive several hundred entries. Exhibitors, through their Showmanship Campaigns, have an opportunity to make wider public contacts in their city or town; they have an opportunity to test out their own merchandising and showmanship ability; they can show other exhibitors, their own bosses and the companies with which they

trade, what they did with the merchandise which they had to present at their theatre.

STUDY your press books, exhibitors, adapt them for your own use, and while we are on this subject, a question was brought up during the judging of the campaigns by one of the judges, who reported that tie-ups arranged in the U.S. with national advertisers prevented an exhibitor from using the idea with a merchant who had a certain product to sell, since the tie-up was exclusively the property of a certain nationally-advertised product and, irrespective of the fact that there was no agency for the product in Canada, the tie-up for another product could not be used in Canada.

The result of such a restriction meant that some of our distributing companies' best tie-ups, involving big prizes which boosted box-office receipts in the U.S., were of no value in Canada since the product thus exploited had no Sales Agency in Canada. This for the particular attention of the Advertising, Publicity and Exploitation Departments of Producer-Distributors.



There will be a meeting of the Motion Picture Industry Council of Canada at the King Edward Hotel, Toronto, on Monday and Tuesday, December 4th and 5th. The meetings of the council will be arranged to fit into the meetings which will be held at the same time by the National Committee of Motion Picture Exhibitors Associations of Canada.

"Tell the
show me
boys who
doubt that
Movies Are
Better than
Ever, that
they should
see 'THE
JACKPOT'"

—Daily Variety



There's No Business Like **20** Business!

CENTURY-FOX



JAMES STEWART
HITS AGAIN
with
BARBARA HALE
THE
JACKPOT

